Pediatric Institute & Children’s Hospital
2008 Update

Robert Wyllie, M.D.
Physician-in-Chief, Cleveland Clinic Children’s Hospital
Calabrese Chair of Pediatrics
Chair, Pediatric Institute

Corinne Shiffman, MBA
Chief Administrator Officer, Children’s Hospital and
Pediatric Institute
AGENDA

• Pediatric Institute & Children’s Hospital Overview
• Performance Metrics
  – Patient Experience
  – Quality & Patient Safety
  – Marketing & Brand Awareness
  – Philanthropy
• Research
• Education
• Staff Update
• 2008 Goals
AGENDA

• Pediatric Institute & Children’s Hospital Overview
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• Education
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• 2008 Goals
**Children’s Hospital Health System = 383 beds**

<table>
<thead>
<tr>
<th>MAIN CAMPUS = 102 beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>NICU = 18 beds</td>
</tr>
<tr>
<td>PICU = 15 beds</td>
</tr>
<tr>
<td>Adolescent = 21 beds</td>
</tr>
<tr>
<td>Infancy = 18 beds</td>
</tr>
<tr>
<td>EMU = 8 beds</td>
</tr>
<tr>
<td>Cardiac = 22 beds</td>
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</table>

<table>
<thead>
<tr>
<th>SHAKER CAMPUS = 36 beds</th>
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<tbody>
<tr>
<td>Autism</td>
</tr>
<tr>
<td>Inpatient Rehab</td>
</tr>
<tr>
<td>Developmental</td>
</tr>
<tr>
<td>OT/PT &amp; Speech</td>
</tr>
<tr>
<td>Westlake</td>
</tr>
<tr>
<td>Beachwood/JCC</td>
</tr>
<tr>
<td>Garfield Hts</td>
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</table>

<table>
<thead>
<tr>
<th>CHILDREN’S HOSPITAL SYSTEM HOSPITALS</th>
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</thead>
<tbody>
<tr>
<td>Fairview = 98 beds</td>
</tr>
<tr>
<td>Huron = 19 beds</td>
</tr>
<tr>
<td>M.mount = 18 beds</td>
</tr>
<tr>
<td>L.wood = 25 beds</td>
</tr>
<tr>
<td>Hillcrest = 85 beds</td>
</tr>
<tr>
<td>NICU</td>
</tr>
<tr>
<td>Nursery</td>
</tr>
<tr>
<td>Nursery</td>
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<tr>
<td>Hospitalist</td>
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<tr>
<td>Hospitalist</td>
</tr>
<tr>
<td>NICU</td>
</tr>
<tr>
<td>Nursery</td>
</tr>
<tr>
<td>Hospitalist</td>
</tr>
<tr>
<td>ED</td>
</tr>
<tr>
<td>Specialty Clinic</td>
</tr>
<tr>
<td>ED</td>
</tr>
<tr>
<td>Specialty Clinic</td>
</tr>
<tr>
<td>Continuity Clinic</td>
</tr>
<tr>
<td>Continuity Clinic</td>
</tr>
<tr>
<td>Continuity Clinic</td>
</tr>
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<table>
<thead>
<tr>
<th>REGIONAL PEDIATRICS PRACTICES</th>
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<tbody>
<tr>
<td>General Pediatrics</td>
</tr>
<tr>
<td>Surgical / Medical Specialties</td>
</tr>
<tr>
<td>Willoughby</td>
</tr>
<tr>
<td>Beachwood</td>
</tr>
<tr>
<td>Solon</td>
</tr>
<tr>
<td>Strongsville</td>
</tr>
<tr>
<td>Lakewood</td>
</tr>
<tr>
<td>Avon</td>
</tr>
<tr>
<td>Hillcrest</td>
</tr>
<tr>
<td>Fairview</td>
</tr>
<tr>
<td>Parma</td>
</tr>
<tr>
<td>Beachwood</td>
</tr>
<tr>
<td>Medina</td>
</tr>
<tr>
<td>Strongsville</td>
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<tr>
<td>Lorain</td>
</tr>
<tr>
<td>Wooster</td>
</tr>
<tr>
<td>Warren</td>
</tr>
<tr>
<td>Marymount</td>
</tr>
<tr>
<td>CORE PROGRAMS</td>
</tr>
<tr>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>Pediatric Musculoskeletal Program</td>
</tr>
<tr>
<td>Peds Orthopedic</td>
</tr>
<tr>
<td>Peds Rheumatic Disease</td>
</tr>
<tr>
<td>Pediatric Neuroscience Program</td>
</tr>
<tr>
<td>Peds Neurology</td>
</tr>
<tr>
<td>Peds Psychiatry / Inpatient</td>
</tr>
<tr>
<td>Peds Neurological Surgery</td>
</tr>
<tr>
<td>Pediatric Urological Program</td>
</tr>
<tr>
<td>Peds Urology</td>
</tr>
<tr>
<td>Nephrology</td>
</tr>
<tr>
<td>Dialysis</td>
</tr>
<tr>
<td>Pediatric Heart Program</td>
</tr>
<tr>
<td>Cardiology</td>
</tr>
<tr>
<td>Cardiothoracic</td>
</tr>
<tr>
<td>Pediatric Digestive Disease</td>
</tr>
<tr>
<td>Gastroenterology</td>
</tr>
<tr>
<td>Endoscopy Suite</td>
</tr>
<tr>
<td>General Surgery</td>
</tr>
<tr>
<td>Peds Ophthalmology</td>
</tr>
<tr>
<td>Peds Dermatology</td>
</tr>
<tr>
<td>Peds Otolaryngology</td>
</tr>
<tr>
<td>Peds Plastic Surgery</td>
</tr>
<tr>
<td>Allergy</td>
</tr>
<tr>
<td>Audiology</td>
</tr>
<tr>
<td>Autism Program</td>
</tr>
<tr>
<td>Childhood Services</td>
</tr>
<tr>
<td>Development &amp; Rehabilitation</td>
</tr>
<tr>
<td>Emergency Medicine</td>
</tr>
<tr>
<td>Endocrinology</td>
</tr>
<tr>
<td>Feeding Program</td>
</tr>
<tr>
<td>General Pediatrics</td>
</tr>
<tr>
<td>Hospitalist</td>
</tr>
<tr>
<td>Infectious Disease</td>
</tr>
<tr>
<td>Motor Control</td>
</tr>
<tr>
<td>Nutrition</td>
</tr>
<tr>
<td>OT/ PT / Speech</td>
</tr>
<tr>
<td>Palliative Medicine</td>
</tr>
<tr>
<td>Peds Brain Tumor</td>
</tr>
<tr>
<td>Peds Hemon/Onc</td>
</tr>
<tr>
<td>PICU/ Transport Services</td>
</tr>
<tr>
<td>NICU</td>
</tr>
<tr>
<td>Pulmonary</td>
</tr>
<tr>
<td>Psychology / Behavioral Medicine</td>
</tr>
<tr>
<td>ADHD Program</td>
</tr>
<tr>
<td>Rehabilitation Care Mgmnt</td>
</tr>
<tr>
<td>Peds Anesthesia</td>
</tr>
<tr>
<td>Peds Radiology</td>
</tr>
<tr>
<td>Pathology</td>
</tr>
</tbody>
</table>

226 Physicians make up Cleveland Clinic Children’s Hospital

76.4 % are within Pediatric Institute
Children’s Hospital & Pediatric Institute Programs

- Autism
- Dialysis
- Dermatology
- Epilepsy/Sleep Disorders
- Feeding Program
- Fetal Care Center
- Genetics
- Gynecology
- Metabolic Service
- Neurology
- Occupational Therapy
- Ophthalmology
- Orthopedic Surgery
- Otolaryngology
- Pain Management
- Palliative Medicine
- Physical Therapy
- Plastic Surgery
- Psychiatry
- Radiation Oncology
- Radiology
- Rheumatic Disease
- Sports Medicine
- Urgent Care
- Urology

Full service Hospital with over 65 specialties & pediatric programs
## The Children’s Hospital

<table>
<thead>
<tr>
<th>The Average Children’s Hospital</th>
<th>Children’s Hospital Cleveland Clinic</th>
</tr>
</thead>
<tbody>
<tr>
<td>219,000 Primary &amp; Specialty Care Visits</td>
<td>565,000 Primary &amp; Specialty Care Visits</td>
</tr>
<tr>
<td>43,800 Emergency Department Visits</td>
<td>45,000 Emergency Department Visits</td>
</tr>
<tr>
<td>7,000 Outpatient Surgeries</td>
<td>11,000 Outpatient Surgeries</td>
</tr>
</tbody>
</table>

### Children’s Critical Care Transport Service – 1,400 children from NE Ohio and 13 other states
Children’s Hospital accepts all transfers
What distinguishes us:

We fully integrated into the facilities and culture of Cleveland Clinic
• Resources
• Medical and surgical expertise
The Children’s Hospital

The Children’s Hospital is the region’s only integrated pediatric hospitalist system, providing 24-hour a day coverage at Hillcrest, Fairview, and Lakewood Hospitals. It is also the region’s only integrated pediatric emergency departments, located at Hillcrest and Fairview Hospitals. The hospital is home to the region’s only in-house neonatologists, with 24-hour coverage at the main campus and Hillcrest. Additionally, it operates the region’s only Pediatric Intensive Care Unit, staffed 24 hours a day by pediatric intensive care physicians.

The PICU Risk Adjusted Mortality Graph shows observed and expected mortality rates from 2002 to 2006. The observed mortality rate is represented by blue diamonds, while the expected mortality rate is represented by red squares. The graph indicates a trend of decreasing mortality rates over the years, with the observed rate generally lower than the expected rate.
The Children’s Hospital

- Advanced pediatric cardiovascular intervention and surgical programs (EMCO heart-lung bypass for newborns and pediatric patients)
- Region’s only pediatric endoscopy suite - advanced equipment
- Only comprehensive pediatric transplant center in Northern Ohio (heart, lung, liver, kidney, small bowel and intestine).
- Children’s pain therapy program (acute and chronic).
- Region’s only pediatric dialysis unit
- One of a score long-term care pediatric rehabilitation units in the US.
- Nation’s largest pediatric surgical epilepsy experience
- One of the largest pediatric IBD programs in the US
- Renowned ADHD and Autism programs.
- Fetal Care Center - comprehensive services for complicated pregnancies
AGENDA

• Pediatric Institute & Children’s Hospital Overview
• Performance Metrics  
  – Patient Experience  
  – Quality & Patient Safety  
  – Marketing & Brand Awareness  
  – Philanthropy  
• Research  
• Education  
• Staff Update  
• 2008 Goals
## Outpatient Experience

<table>
<thead>
<tr>
<th>Service</th>
<th>N</th>
<th>% Verg Good + Excellent</th>
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</thead>
<tbody>
<tr>
<td>Pediatric Hema/ Onc</td>
<td>11</td>
<td>86</td>
</tr>
<tr>
<td>Pediatric Behavioral Medicine</td>
<td>130</td>
<td>74</td>
</tr>
<tr>
<td>Pediatric Congenital Heart</td>
<td>388</td>
<td>86</td>
</tr>
<tr>
<td>Pediatric Allergy</td>
<td>127</td>
<td>85</td>
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<tr>
<td>Pediatric Endocrinology</td>
<td>207</td>
<td>72</td>
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<tr>
<td>Pediatric Gastroenterology</td>
<td>297</td>
<td>75</td>
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<tr>
<td>Pediatric General Surgery</td>
<td>77</td>
<td>88</td>
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<tr>
<td>Pediatric Infectious Disease</td>
<td>55</td>
<td>75</td>
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<tr>
<td>Pediatric Pulmonary</td>
<td>76</td>
<td>74</td>
</tr>
<tr>
<td>General Pediatrics</td>
<td>1079</td>
<td>80</td>
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<tr>
<td>Pediatric Nephrology</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pediatric Institute</th>
<th>N</th>
<th>% Verg Good + Excellent</th>
</tr>
</thead>
</table>

CC Target = 80%
Outpatient Experience: Improving our Environment with 5S

**Event Scope and Goals:** Improve A-120 patient and employee safety through workplace organization while instilling a culture of continuous improvement.

*Example: Utility Room*

*Before vs. After*
Outpatient Experience: Improving our Environment with 5S

5S Sustainment - A120
Nurse Station, Hallways, Utility Room, Patient Rooms, Chart Room

Goal 90%
96%
52%

Rate
Goal
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Safety Innovation: Walkrounds

More than 430 issues have been raised by frontline staff – resulting in a 42% increase in safety event reporting.

Safety Innovation: Family-Centered Round

- Preliminary focus chart data demonstrates improved patient care in the following areas: safety issues/errors, keeping the family informed, and ability of family to ask questions.
- Cited as 2007 Joint Commission “Best Practice”
- Mentioned during 2007 Magnet Survey as a “Valued” Communication Model

Efficient Care: Opportunity Days

2007 Q1 to Q 4
Avg Opportunity Days Per Discharge = Negative 0.38
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• Financial Performance
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• Cleveland Best Docs – 82 of 163 children’s physicians were from the Cleveland Clinic Health System. *Cleveland Magazine* (2008)

• 53 Clinic pediatric physicians recognized as “Best Doctors in America” (2007)

• 18 Children’s Hospital doctors have been profiled in the Castle Connolly guide, “America’s Top Doctors.” (2007)
Children’s Hospital Cleveland Clinic one of the best in the United States

The 2008 U.S. News and World Report Rankings:

Neurology and Neurosurgery: 4th

Pediatrics in General: 14th

Digestive Disorders: 15th

Neonatal Care: 25th

Cancer: 28th
Marketing & Brand Awareness

Awareness and Preference in the Last Year

– Awareness of the Children’s Hospital - **increased**
  • general population (43%)
  • and in households with children (39%)
– Preference (133%) increase families designating Children’s Hospital as first choice hospital

Advertising

– Total advertising awareness for CCCH increased 5% in households with children (22% to 27%)

Perception of Hospitals

– The overall perception of CCCH improved - larger percent rating our services “9 to 10” (Excellent)
– The perception of CCCH improved in a number of areas, including Having a Child Friendly Environment, Having a Good Reputation with Area Pediatricians and Providing Charity Care and Outreach Programs.
Marketing & Brand Awareness

Children’s Hospital Consumer Campaign:

**Marketing:**
Develop an integrated campaign that builds the brand & incorporates a specific focus on specialties as a reason to believe
- Radio: Six station buys, all supported with promo programs
- Print: Sun Papers, *Lake County Kids* magazine, other pubs
- Direct mail: 400,000 circulation
- Internet: Banner ads & Google key words

**Media:**
- 897 Total Hits (Print + Broadcast)
- 14,278,197 People Reached
- $552,782 In ad value
Marketing & Brand Awareness

Sponsorship:

- Annual Teddy Bear Ride (over 13,500 motorcycles)
- Cleveland Zoo (Summer Camp & Frog Maze Exhibit)
- Radio Disney & WFHM “Mom Squad” (Wellness & Education)
- Super Star Kids (WDOK, WNCX, WZAK and WMVX)
- Technology resource center-lending SLT (augmentative equipment)
- Hannah fund to support underinsured on near West side
- Richie White fund supporting holiday celebration
- March of Dimes
- Manners & Etiquette with Dick Blake
- WQAL Halloween and Holiday Concerts
- Heart Throb Ball Courage Awards
- Annual Fresh Air Camp
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Children’s Hospital Development

- **Center for Autism**
  $6,000,000 development goal.

- **Pediatric Endoscopy Suite and Infusion Center**
  $1,000,000 raised for construction of 6 bed unit

- **Ronald McDonald Family Room – Opened January 2008**

- **$2,500,000 given to name the Children’s Hospital Entrance**

- **Karen Colina Wilson Endowed Chair in Pediatric Brain Tumor Research**
  Funded by Karen Colina Wilson to establish the pediatric brain tumor research chair in tribute to her mother, Rose Ella Burkhardt.

- **Steve and Nancy Calabrese Chair in Pediatrics**
  Given in honor of the couple’s fathers, Anthony J. Calabrese and Anthony F. Fortunato. The Chair will support clinical programs and research at the Children’s Hospital.
Philanthropy

Children’s Hospital Development

• 2006 Donations totaled 8.7 million dollars

• 2007 Donations of 7 million dollars

• Priorities
  – Minimally invasive pediatric surgical suite
  – Expansion of the pediatric ward – 16 beds
  – Building additional PICU beds
  – Research and endowed chairs
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The Children’s Hospital - Research

- $1.25 Million - National Cancer Institute
  - Pediatric oncologist Dr. Gregory Plautz, - studying a vaccine to treat glioblastoma multiforme, a highly malignant brain tumor. (The vaccine is created through the electrofusion of antigen-presenting cells with tumor progenitor cells.)

- $2.14 Million - National Diabetes, Digestive and Kidney Diseases Institute
  - 1.74 Million: Pediatric gastroenterologist: Ariel Feldstein, M.D. diagnostic blood test identifies fatty liver disease; researching the underlying mechanisms of liver damage and is developing new approaches to treatment.
  - Lowasa trial. GSK Obesity study. The trial budget 400K

- $748,250 - National Institutes of Health, Thrasher Research Fund, CSL Behring, AST/Roche Clinical Science Faculty Development Grant
  - Pediatric infectious disease specialist Lara Danziger-Isakov, M.D., M.P.H., leads - international study: cytomegalovirus infection on survival after pediatric organ transplants. Children’s Hospital is the coordinating center for the 14 U.S., Canadian and European pediatric transplant centers involved.
  - 2008 AST/Roche Clinical Science Faculty Development Grant 80K/2 yr

Abstracts & Presentations: 68
Publications: 90
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# ACGME Accredited Resident & Fellowship Programs

<table>
<thead>
<tr>
<th>Program</th>
<th># Fellows</th>
<th>Accreditation</th>
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<tbody>
<tr>
<td>Neonatology</td>
<td>9</td>
<td>Full Accreditation 2005</td>
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<tr>
<td>Pediatric CT</td>
<td>1</td>
<td>NA</td>
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<tr>
<td>Pediatric Cardiology</td>
<td>2</td>
<td>Full Accreditation 2005</td>
</tr>
<tr>
<td>Pediatric GI</td>
<td>6</td>
<td>Full Accreditation 2005</td>
</tr>
<tr>
<td>Pediatric Hema/ Onc</td>
<td>3</td>
<td>Full Accreditation 2005</td>
</tr>
<tr>
<td>Human Genetics</td>
<td>1</td>
<td>Full Accreditation 2005</td>
</tr>
<tr>
<td>Pediatric Neurology</td>
<td>6</td>
<td>Full Accreditation 2005</td>
</tr>
<tr>
<td>Residents</td>
<td>40</td>
<td>Full Accreditation 2005</td>
</tr>
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</table>
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New Pediatric Staff & Appointments

- **Pediatric Allergy**
  - Nicola Vogel, M.D.

- **Pediatric Behavioral Medicine**
  - Megan Barlow, Ph.D.
  - Thomas Frazier, Ph.D.
  - Margaret Richards, Ph.D.

- **Pediatric Cardiology**
  - Thomas Edwards, M.D.
  - Marcy Schwartz, M.D.

- **Pediatric Cardiac Surgery**
  - Gus Mavroudis, M.D.

- **Pediatric Critical Care Medicine**
  - Valerie Kalinowski, M.D.
  - Daniel Lebovitz, M.D.

- **Pediatric Rheumatology**
  - Steven Spalding, M.D.

- **Pediatric Nephrology**
  - Charles Kwon, M.D.

- **Pediatric Gastroenterology**
  - Franziska Mohr, M.D.
  - Kadakkal Radhakrishnan, M.D.

- **Pediatric Hematology/Oncology**
  - Gregory Plautz, M.D.

- **Pediatric Infectious Disease**
  - Charles Foster, M.D.

- **Pediatric Pulmonology**
  - Samiya Razvi, M.D.

- **Pediatric Regional Medicine**
  - Deborah Lonzer, M.D.

- **Pediatric Sleep Medicine**
  - Jyoti Krishna, M.D.

- **Pediatric Surgery**
  - David Magnuson, M.D., Chair
  - Oliver Soldes, M.D.

- **Pediatric Urology**
  - Jeffrey Palmer, M.D.
New Pediatric Staff & Appointments

- **General Pediatrics**
  - Elaine Schulte, Chair
  - Allison Brindle, M.D.
  - Laura Gillespie, M.D.
  - Kimberly Giuliano, M.D.
  - Sangeeta Krishna, M.D.
  - Michelle Medina, M.D.
  - Sarah Mulder, M.D.
  - Larissa Negron, M.D.
  - Alyssa Riley, M.D.

- **Emergency Care**
  - Sudipa Barr, M.D.
  - Maggie Likes, M.D.
  - Kimberly Nicholson, M.D.
  - David Turrell, M.D.

- **Hospitalist Service**
  - Allison Brindle, M.D.
  - Nella Blyumin, M.D.
  - Sangeeta Krishna, M.D.
  - Daniela Messineo-Isakov, M.D.
  - Mona Rifka, M.D.
  - Sowdhamini Wallace, D.O.
  - Anna Winfield, M.D.
  - Andrey Leonov, M.D.
  - Heidi Senokozlieff, D.O.
  - Kristin Stevenson, M.D.
  - Nella Blyumin, M.D.
  - Fyza Pirachia, M.D.

- **Neonatology**
  - Sabine Iben, M.D.
  - Yoav Littner, M.D.
  - Rick Rodriguez, M.D.
  - Firas Saker, M.D.
  - Eric Mosqueda, M.D.

51 New Recruits in 18 months
Best Doctors in America & Castle Connolly America’s Top Doctors

**Center for Pediatric Allergy**
- Melton, Alton, M.D. - Ohio Staff
- Paschall, Velma, M.D. - Ohio Associate Staff
- Vogel, Nicola, M.D. - Ohio Associate Staff

**Center for Pediatric Behavioral Health**
- Banez, Gerard, Ph.D. - Ohio Staff
- Barlow, Meghan, Ph.D. - Ohio Associate Staff
- Bolek, Jeffrey, Ph.D. - Ohio Associate Staff
- Cuddy, Cara, Ph.D. - Ohio Associate Staff
- Eastman, Kristen, Psy.D. - Ohio Staff
- Frazier, II, Thomas, Ph.D. - Ohio Associate Staff
- Gaw, Catherine, Psy.D. - Ohio Staff
- Jensen, Vanessa, Psy.D. - Ohio Staff
- Kennedy, Eileen, Ph.D. - Ohio Staff
- Knapp, Julie, Ph.D. - Ohio Associate Staff
- Laing, Kathleen, Ph.D. - Ohio Staff
- Lee, Amy, Ph.D. - Ohio Staff
- Manos, Michael, Ph.D. - Ohio Staff
[Leadership - Head, Center for Behavioral Health]
- Martin, Beth Anne, Ph.D. - Ohio Staff
- Richards, Margaret, Ph.D. - Ohio Associate Staff
- Senders, Pamela, Ph.D. - Ohio Associate Staff
- Yaldoo Poltorak, Dunya, Ph.D. - Ohio Staff

**Center for Pediatric Infectious Disease**
- Danziger-Isakov, Lara, M.D., M.P.H. - Ohio Staff
- Foster, Charles, M.D. - Ohio Staff
- Goldfarb, Johanna, M.D. - Ohio Staff
- Sabella, Camille, M.D. - Ohio Staff

**Center for Pediatric Endocrinology**
- Davis, Ajuah, M.D. - Ohio Associate Staff
- Haider, Anzar, M.D. - Ohio Staff
- Rogers, Douglas, M.D. - Ohio Staff
Best Doctors in America & Castle Connolly America’s Top Doctors

Center for Pediatric Allergy
▪ Melton, Alton, M.D. - Ohio Staff
▪ Paschall, Velma, M.D. - Ohio Associate Staff
   Vogel, Nicola, M.D. - Ohio Associate Staff

Center for Pediatric Behavioral Health
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▪ Gaw, Catherine, Psy.D. - Ohio Staff
▪ Jensen, Vanessa, Psy.D. - Ohio Staff
▪ Kennedy, Eileen, Ph.D. - Ohio Staff
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▪ Lee, Amy, Ph.D. - Ohio Staff
▪ Manos, Michael, Ph.D. - Ohio Staff

   [Leadership - Head, Center for Behavioral Health]
▪ Martin, Beth Anne, Ph.D. - Ohio Staff
▪ Richards, Margaret, Ph.D. - Ohio Associate Staff
▪ Senders, Pamela, Ph.D. - Ohio Associate Staff
▪ Yaldoo Poltorak, Dunya, Ph.D. - Ohio Staff

Center for Pediatric Infectious Disease
▪ Danziger-Isakov, Lara, M.D., M.P.H. - Ohio Staff
▪ Foster, Charles, M.D. - Ohio Staff
▪ Goldfarb, Johanna, M.D. - Ohio Staff
▪ Sabella, Camille, M.D. - Ohio Staff

Center for Pediatric Endocrinology
▪ Davis, Ajuah, M.D. - Ohio Associate Staff
▪ Haider, Anzar, M.D. - Ohio Staff
▪ Rogers, Douglas, M.D. - Ohio Staff
<table>
<thead>
<tr>
<th><strong>General Pediatrics</strong></th>
<th><strong>Center for Pediatric Emergency Medicine</strong></th>
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<tbody>
<tr>
<td>Gillespie, Laura, M.D. - Ohio Associate Staff</td>
<td>Nicholson, Kimberly, M.D. - Ohio Associate Staff</td>
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<td>Giuliano, Kimberly, M.D. - Ohio Associate Staff</td>
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<td>Macknin, Michael, M.D. - Ohio Staff</td>
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<td>Redus, Angelique, M.D. - Ohio Associate Staff</td>
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<td>Rome, Ellen, M.D., M.P.H. - Ohio Staff</td>
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<td>Schulte, Elaine, M.D., M.P.H. - Ohio Staff</td>
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<tr>
<td>[Leadership - Department Chair]</td>
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<tr>
<td>Williams, Gary, M.D. - Ohio Staff</td>
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<td><strong>Center for Pediatric Hospital Medicine</strong></td>
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<td></td>
<td>▪ Beichner, Scott, D.O. - Ohio Associate Staff</td>
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<td>▪ Blyumin, Nella, M.D. - Ohio Staff</td>
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<td>▪ Wadia-Brink, Farah, M.D. - Ohio Associate Staff</td>
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- Pomeranets, Svetlana, M.D. - Ohio Staff
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- Wasserman, Diana, M.D. - Ohio Staff
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- Wexberg, Steven, M.D. - Ohio Staff
- Wilson, N. Jane, M.D. - Ohio Staff
Children's Hospital Department & Center Structure

**Lorain Pediatrics**
- Boutros, Rami M.D.
- Francy, Scott M.D.
- Vaishali, Flask M.D.
- Weiss, Robert D.D.

**Wooster Pediatrics**
- Burke, David D.O.
- Keating, Adam M.D.
- Maxwell, Richard M.D.
- Playl, Timothy M.D.
- Rambhatla, Raj M.D.
- Schmidt, Dana M.D.
- Strong, John M.D.

**Plastic Surgery**
- Papay, Frank, M.D.

**Dermatology**
- Kress, Douglas, MD
- Vidimos, Allison, MD

**Urology**
- Palmer, Jeffrey, MD
- Ross, Jonathan, MD
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  - Weiss, Robert D.D.

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<td><strong>Center for Pediatric Pulmonary Medicine</strong></td>
<td>Razvi, Samiya, M.D. - Ohio Associate Staff</td>
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<td><strong>Developmental and Rehabilitation Pediatrics</strong></td>
<td>Bauer, Roberta, M.D. - Ohio Staff [Leadership - Department Chair] Henry, Douglas, MD</td>
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<td><strong>Pediatric Hematology &amp; Oncology</strong></td>
<td>Gowans, L. Kate, M.D. - Ohio Staff</td>
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<td>Levien, Michael, M.D. - Ohio Staff</td>
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<td>Plautz, Gregory, M.D. - Ohio Staff [Leadership - Department Chair]</td>
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<td>Tekautz, Tanya, M.D. - Ohio Associate Staff [Assignment Type - Co-Primary]</td>
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<td><strong>Pediatric &amp; Congenital Heart Surgery</strong></td>
<td>Duncan, Brian, M.D. - Ohio Staff</td>
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<td>Mumtaz, Muhammad, M.D. - Ohio Staff</td>
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<td><strong>Pediatric Cardiology</strong></td>
<td>Arruda, M. Janine, M.D. - Ohio Staff</td>
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<td>Boyle, Gerard, M.D. - Ohio Staff [Leadership – Department Chair]</td>
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<td>Qureshi, Athar, M.D. - Ohio Associate Staff</td>
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<td>Rosenthal, Geoffrey, M.D., Ph.D. - Ohio Staff</td>
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<td>Schwartz, Marcy, M.D. - Ohio Staff</td>
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<td>Sterba, Richard, M.D. - Ohio Staff</td>
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Best Doctors in America & Castle Connolly America’s Top Doctors
Best Doctors in America & Castle Connolly America’s Top Doctors

**Center for Pediatric Pulmonary Medicine**
Razvi, Samiya, M.D. - Ohio Associate Staff

**Developmental and Rehabilitation Pediatrics**
Bauer, Roberta, M.D. - Ohio Staff [Leadership - Department Chair]
Henry, Douglas, MD

- **Pediatric Hematology & Oncology**
  - Gowans, L. Kate, M.D. - Ohio Staff
  - Levien, Michael, M.D. - Ohio Staff
  - Plautz, Gregory, M.D. - Ohio Staff [Leadership - Department Chair]
  - Tekautz, Tanya, M.D. - Ohio Associate Staff [Assignment Type - Co-Primary]

- **Pediatric & Congenital Heart Surgery**
  - Duncan, Brian, M.D. - Ohio Staff
  - Mumtaz, Muhammad, M.D. - Ohio Staff

- **Pediatric Cardiology**
  - Arruda, M. Janine, M.D. - Ohio Staff
  - Boyle, Gerard, M.D. - Ohio Staff [Leadership – Department Chair]
  - Edwards, Thomas, M.D. - Ohio Staff
  - Latson, Larry, M.D. - Ohio Staff
  - Lorber, Richard, M.D. - Ohio Staff
  - Preminger, Tamar, M.D. - Ohio Staff
  - Prieto, Lourdes, M.D. - Ohio Staff
  - Qureshi, Athar, M.D. - Ohio Associate Staff
  - Rosenthal, Geoffrey, M.D., Ph.D. - Ohio Staff
  - Schwartz, Marcy, M.D. - Ohio Staff
  - Sterba, Richard, M.D. - Ohio Staff
Best Doctors in America & Castle Connolly America’s Top Doctors

**Neonatology**
- Burdjalov, Vladimir, M.D. - Ohio Staff
- D’Netto, Marita, M.D. - Ohio Associate Staff
- Iben, Sabine, M.D. - Ohio Staff
- Littner, Yoav, M.D. - Ohio Associate Staff
- Mosqueda, Eric, M.D. - Ohio Staff
- Peterson, Jennifer, M.D. - Ohio Associate Staff
- Powell, Douglas, M.D. - Ohio Staff
- Raskind, Craig, M.D. - Ohio Staff
- Rodriguez, Ricardo, M.D. - Ohio Staff [Leadership - Medical Director]
- Schwersenski, Jeffrey, M.D. - Ohio Staff
- Zaia, William, M.D. - Ohio Staff
- Saker, Firas, M.D. - Ohio Staff

**Pediatric Critical Care**
- Appachi, Elumalai, M.D. - Ohio Staff
- Davis, Stephen, M.D. - Ohio Staff [Leadership - Department Chair]
- Harrison, Mark, M.D. – Ohio Staff
- Kalinowski, Valerie, M.D., M.H.A. - Ohio Associate Staff
- Lebovitz, Daniel, M.D. - Ohio Staff
- McHugh, Michael, M.D. - Ohio Staff
- Weise, Kathryn, M.D., M.A. - Ohio Staff
Best Doctors in America & Castle Connolly America’s Top Doctors

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- Burdjalov, Vladimir, M.D. - Ohio Staff
- D’Netto, Marita, M.D. - Ohio Associate Staff
- Iben, Sabine, M.D. - Ohio Staff
- Littner, Yoav, M.D. - Ohio Associate Staff
- Mosqueda, Eric , M.D. - Ohio Staff
- Peterson, Jennifer, M.D. - Ohio Associate Staff
- Powell, Douglas, M.D. - Ohio Staff
- Raskind, Craig, M.D. - Ohio Staff
- Rodriguez, Ricardo , M.D. - Ohio Staff [Leadership - Medical Director]
- Schwersenski, Jeffrey, M.D. - Ohio Staff
- Zaia, William, M.D. - Ohio Staff
- Saker, Firas, M.D. - Ohio Staff

**Pediatric Critical Care**
- Appachi, Elumalai, M.D. - Ohio Staff
- Davis, Stephen, M.D. - Ohio Staff [Leadership - Department Chair]
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- Kalinowski, Valerie , M.D., M.H.A. - Ohio Associate Staff
- Lebovitz, Daniel, M.D. - Ohio Staff
- McHugh, Michael, M.D. - Ohio Staff
- Weise, Kathryn, M.D., M.A. - Ohio Staff
Pedi atric Surgery
DiFiore, John, M.D. - Ohio Staff
Magnuson, David, M.D. - Ohio Staff [Leadership - Department Chair]
Soldes, Oliver, M.D. - Ohio Staff
Stallion, Anthony, M.D. - Ohio Staff

Pedi atric Gastroenterology
Feinberg, Lisa, M.D. - Ohio Associate Staff
Feldstein, Ariel, M.D. - Ohio Staff
Hupertz, Vera, M.D. - Ohio Staff
Kaplan, Barbara, M.D. - Ohio Staff
Kay, Marsha, M.D. - Ohio Staff
Mahajan, Lori, M.D. - Ohio Staff
Mohr, Franziska, M.D. - Ohio Associate Staff
Radhakrishnan, Kadakkal, M.D. - Ohio Associate Staff
Steffen, Rita, M.D. - Ohio Staff
Best Doctors in America & Castle Connolly America’s Top Doctors

**Pediatric Surgery**
- DiFiore, John, M.D. - Ohio Staff
- Magnuson, David, M.D. - Ohio Staff  [Leadership - Department Chair]
- Soldes, Oliver, M.D. - Ohio Staff
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**Pediatric Gastroenterology**
- Feinberg, Lisa, M.D. - Ohio Associate Staff
- Feldstein, Ariel, M.D. - Ohio Staff
- Hupertz, Vera, M.D. - Ohio Staff
- Kaplan, Barbara, M.D. - Ohio Staff
- Kay, Marsha, M.D. - Ohio Staff
- Mahajan, Lori, M.D. - Ohio Staff
- Mohr, Franziska, M.D. - Ohio Associate Staff
- Radhakrishnan, Kadakkal, M.D. - Ohio Associate Staff
- Steffen, Rita, M.D. - Ohio Staff
- Wyllie, Robert, M.D. - Ohio Staff  [Leadership - Department Chair]
**Pediatric Orthopaedic Surgery**
Andrish, Jack, MD
Ballock, R. Tracy, MD
Goodwin, Ryan, MD
Gurd, Alan, MD
Kuivila, Thomas, MD
Seitz, Williams, MD

**Pediatric Anesthesiology**
Castro, Pilar, MD
DeBoer, Glenn, MD
Kalhan, Santosh, MD
Karroum, Rami Edward, MD
Lozano, Sara, MD
Markakis, Dorothea, MD
Motta, Pablo, MD
Niezgoda, Julie, MD
Rajagopalan, Sudha, MD
Youssef, George Nay, MD

**Head & Neck**
Krakovitz, Paul, MD
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Andrish, Jack, MD  
Ballock, R. Tracy, MD  
Goodwin, Ryan, MD  
Gurd, Alan, MD  
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Rajagopalan, Sudha, MD  
Youssef, George Nay, MD  

**Head & Neck**
Krakovitz, Paul, MD
Best Doctors in America & Castle Connolly America’s Top Doctors

**Pediatric Neurology & Neurosurgery**
Cohen, Bruce MD
Erenberg, Gerald MD
Friedman, Neil MD
Ghosh, Debabrata MD
Gupta, Ajay, M.D
Hsich, Gary MD
Jacobs, Irwin MD
Kotagal, Prakash M.D.
Lachhwani, Deepak, M.B.B.S., M.D.
Moodley, Manikum MD
Parikh, Sumit MD
Rothner, A. David MD
Tuxhorn, Ingrid MD
Wyllie, Elaine MD

**Pediatric Radiology**
Karakas, Pinar MD
Morrison, Stuart MD
Park, Ellen MD
Pitt, Sunny MD
Reid, Janet MD
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**Pediatric Neurology & Neurosurgery**

Cohen, Bruce MD  
Erenberg, Gerald MD  
Friedman, Neil MD  
Ghosh, Debabrata MD  
Gupta, Ajay, M.D.  
Hsich, Gary MD  
Jacobs, Irwin MD  
Kotagal, Prakash M.D.  
Lachhwani, Deepak, M.B.B.S., M.D.  
Moodley, Manikum MD  
Parikh, Sumit MD  
Rothner, A. David MD  
Tuxhorn, Ingrid MD  
Wyllie, Elaine MD

**Pediatric Radiology**

Karakas, Pinar MD  
Morrison, Stuart MD  
Park, Ellen MD  
Pitt, Sunny MD  
Reid, Janet MD
Pediatric Ophthalmology
Marcotty, Andreas M.D.
Traboulsi, Elias, MD

Pediatric Psychiatry
John, Glazer, M.D.
Quinn, Kathleen, MD

Pediatric Rheumatology
Hashkes, Phillip, MD
Spalding, Steven, MD

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Fung, John, MD
Miller, Charles, MD
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AGENDA

• Pediatric Institute & Children’s Hospital Overview
• Performance Metrics
  – Patient Experience
  – Quality & Patient Safety
  – Marketing & Brand Awareness
  – Philanthropy
• Research
• Education
• Staff Update
• 2008 Goals
2008 Children's Hospital Priorities

- Surgery
  - Hillcrest Hospital – recruit 5th pediatric surgeon 24 hour ED coverage

- Maternal Fetal Medicine
  - Special Delivery Service - main campus

- Outreach
  - West (Chestnut Commons)
  - East (Lake County, Twinsburg & Ashtabula)
  - International
  - Autism Consulting
  - Brunswick Expansion

- Capabilities - Establish Second transport unit

- Research